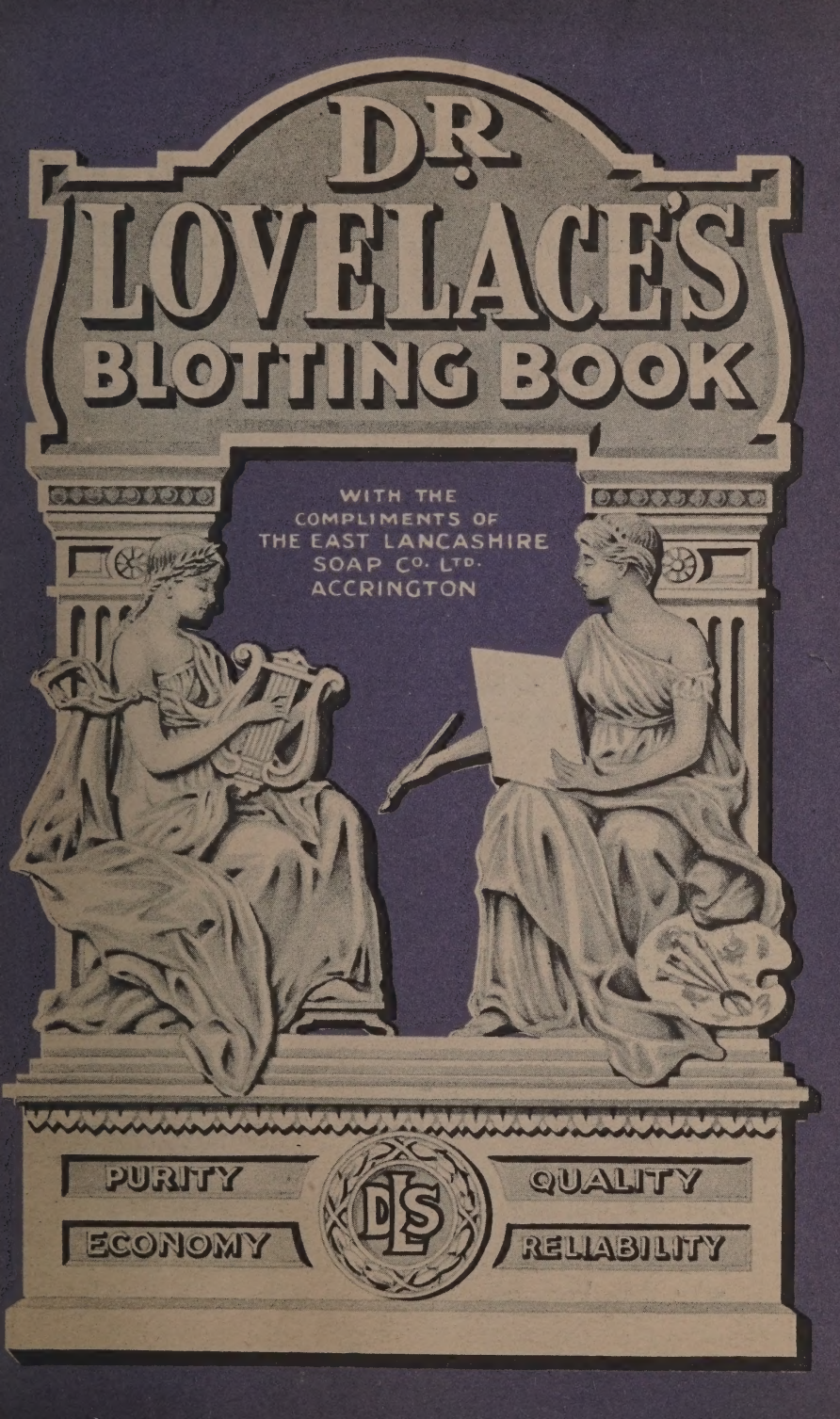
DR. LOVELACE'S BLOTTING BOOK



Why it PAYS to buy Dr. LOVELACE'S Soap.

The secret of economical housekeeping is to get the utmost **real value** for your money.

One article may cost a trifle more than another, yet is **much cheaper in the end** if it is **better in quality and lasts longer in use.**

Countless thousands of careful, discriminating housewives always use Dr. Lovelace's Family Soap because they have proved that it affords **better quality and better value than any other soap** by reason of its outstanding purity, quality, and economy in use.

Some prefer it because it **washes clothes so beautifully snow-white** and leaves them sweet and fragrant.

Some use it because it **does not rot the clothes** like those soaps which contain harsh caustics and injurious chemicals.

Some use it because it **does not roughen or redden the hands,** but keeps them soft, smooth and white.

Some use it because they get an original **full-weight, 1 lb. (16 ozs.)** of soap of outstanding purity.

Some use it because being pure solid soap, **it does not waste away in use**—therefore lasts longer than most soaps.

But the majority use it because **it combines all these advantages and gives them better quality and better value than any other soap.** That is why they keep on using it.

22500837627

QV 26-BE5
1927
E13d

Why Dr. LOVELACE'S is called a FAMILY Soap

Dr. Lovelace's is called a FAMILY Soap because it can be used with equal success by **all the family for all purposes** where soap is used—from washing clothes to personal cleanliness.

For all Laundry purposes.

Use it for snow-white clothes—for spotless, sweet-smelling bed-linen—for soft, wholesome, non-irritating clothing for baby—for printed and coloured fabrics—for lace and casement curtains—for woollens and flannels—for your dainty, delicate garments.

For Household purposes.

Use it for washing up after meals—for pantry shelves, food cupboards, etc.—and **wherever you want pure wholesome cleanliness.**

For the Skin.

Use it for the skin. No matter how often you use Dr. Lovelace's Family Soap, **your skin will not become red, rough or chapped.**

Its effect upon the skin is to soften it and keep it smooth and white (thousands use it for this reason alone). Therefore, you can **use it freely for your skin**—use it for washing your hands—use it for the bath—let the children use it.

As you use it you will agree with countless thousands of other users who say :— "Dr. Lovelace's is better soap than anyone else makes—lasts longer in use—and gives better value than any other soap."

Try it. Your Grocer sells it. Trial is proof.

"I did all my washing to-day,"

"Look at the colour—beautifully snow-white.
Look at my hands—delightfully soft and smooth."

Every woman who uses Dr. Lovelace's Family Soap can point with pride to her beautifully snow-white laundry and her delightfully soft, smooth hands. That is why it is used in countless thousands of homes.

The wonderful popularity of Dr. Lovelace's Soap is due to its outstanding purity and quality — combined with its real economy.

With its full weight 1-lb. (16-oz.) of pure, solid, non-wasting, economical soap, Dr. Lovelace's is better soap than anyone else makes, and more economical in use.

Use also Dr. Lovelace's Toilet Soap — a toilet soap of unusual charm, which is especially recommended for imparting a delightful, velvety softness to the complexion.

Dr. LOVELACE'S

FAMILY and TOILET SOAPS.

EAST LANCASHIRE SOAP CO. LTD. CLAYTON-LE-MOORS. ACCRINGTON.